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MKTG 301 (Coupland) – Exam 1 – Practice Test Solutions

1. D; Experimental research
2. D; When you try to make your product occupy a clear and distinctive place compared to your competition, you are focused on positioning
3. B; Marketing is managing profitable customer relationships
4. C; Your satisfied customers will buy your products again and tell others
5. C; Selling refers to the “make and sell” philosophy
6. B; This is market segmentation
7. D; Positioning is NOT one of the 4 P’s
8. D; Promotion is not one of the 3 steps of marketing analysis
9. D; CRM
10. B; Customer-perceived value
11. C; These are frequency marketing programs; you reward your customers for buying often
12. D
13. A; Butterflies are a good fit between your company’s offerings and customer needs
14. E; Strategic planning is not a factor in the changing market landscape
15. B; Mission statement
16. C
17. B; This is the microenvironment
18. A; These are marketing intermediaries
19. A; Generational marketing

20. B; Customer insights
21. E; All of the above describe qualitative data except A (cause and effect analysis)
22. E; All of the above describe quantitative data except D (exploratory research based on small samples)
23. C; Secondary data is data collected for another purpose
24. B; Online marketing research
25. C; A convenience sample is not a probability sample
26. B
27. C; Customers
28. Industrial economies
29. A; Baby boomers view themselves as younger than they actually are
30. C
31. A
32. E; Both B and C are true
33. A; you want to place your product on the shelf JUST BELOW eye level
34. C; Marketing is about VALUE
35. A; "We don't have a marketing department. We have a customer department."
36. B; Burger King has a competitive advantage with its flame-broiled Whopper
37. D
38. E; Occupation is NOT a psychological need
39. E; The buyer new-product adoption process includes awareness, interest, and trial
40. A; Person marketing
41. A; Competitive advantage
42. C; Educational is not a factor in consumer purchases

- 43. A
- 44. A; Environmental
- 45. C; Surveys are NOT observational research
- 46. E; This is the product concept
- 47. E; The marketing process involves all of these except developing a code of ethics
- 48. E; This is marketing myopia
- 49. B; Marketing
- 50. B; This is partner relationship management
- 51. B; This is part of your internal publics
- 52. B; Cause related marketing
- 53. E; This is ethnographic research
- 54. D; The buyer decision process does not include social roles
- 55. C; Strangers are of little fit between company offerings and customer needs; D is also an option because Barnacles are a limited fit
- 56. C; You would want to look at all of these categories except Economic Status. This is not a social factor
- 57. B; This is caring capitalism

Chapter 1

1. C; Marketing; this is a standard definition found in your textbook and discussed in class
2. D; Marketing myopia; you want to avoid becoming so focused on one product in your line that you lose sight of the larger picture
3. B; marketing concept
4. D; product concept
5. D; the 4 P's of the marketing mix are Product, Price, Place, and Promotion; these are a very important part of this exam and Chapter 1
6. C; Customer-perceived value; as a marketer, you really care about how your products' value versus cost compared to your competitors' value versus cost in the minds of your customers; you want customers to see that you offer the best perceived value
7. D; the societal marketing concept

Chapter 3

1. B; marketing intermediaries; these actors – the places where Coke products are served – work with Coca Cola to market its products, too
2. E; the company is supplying a raw material that Fruit of the Loom needs to make its t-shirts
3. D; Burger King would say that its competitive advantages lie in offering greater customer value and in its appeal to male customers through its commercials and the content of its beef products
4. D; Kelloggs uses RED, and General Mills uses BLUE, which are opposite colors; the Law of Color states that you should choose a color OPPOSITE that of your competitor
5. Public
6. A; Baby Boomers were born between the end of WWII and 1964

Chapter 4

1. B; marketing information systems (MIS); this is another textbook definition also covered in class
2. B; Exploratory research gathers information to help define a problem and suggest possible hypotheses
3. A; Descriptive market research

4. A; Tostitos is collecting primary data (new data) here; secondary data would already exist and would not enable the researchers to test to find out how their chosen variables affect customer decisions
5. A; Non-response bias is a concern here, because you cannot force the people who receive your survey to respond; you are stuck with the responses you receive, which might skew your sample; on the other hand, a mailed survey is much less expensive than other methods; an in-person interview, for example, might enable you to get more respondents, but it would also cost a lot more to implement

Chapter 5

1. B; Cultural factors are the most basic contributors to a person's wants and behaviors
2. C; according to what we have learned in class and in our textbook, the Hispanic population tends to be more likely to value name brands and value families more than some other demographic groups
3. B; this ad appeals to social factors of consumer behavior
4. D; this is an example of how a person's occupation influences his/her buying behavior
5. B; Selective retention; the buyer best remembers what best fits with his/her pre-existing beliefs about something
6. B; Moderate incongruity; you don't want your ad to be too easy or too hard to understand; you aim for that sweet spot